

ABSTRACT OF THE DISCLOSURE

A self-illuminating display shelf assembly includes at least one shelf member formed as a light guide panel, a shelf support to hold the shelf member in a horizontal position, and an irradiating unit for irradiating the light guide panel. The light guide panel includes a top face, a bottom face, and an edge face interconnecting the top and bottom faces. The irradiating unit includes an elongated shroud mounted on the light guide panel and covering the edge face, and a light emitting element mounted on the shroud and confronting the edge face. The light emitting element is operable so as to produce light that is incident on the edge face of the light guide panel.